

Innovation Strategy Masterclass



masterclass

with Peter Hinssen and Pascal Coppens

The world is more fluid and unpredictable than ever, presenting business leaders with many economic, geopolitical, societal and ecological challenges

Some see these Never Normal evolutions as a threat, but our Executive Masterclass has been designed to help you see possibilities:

- How can you turn these Never Normal challenges into innovative business strategies?
- What can companies learn from both Western and Chinese innovation?

This Masterclass by world leading innovation experts Peter Hinssen and Pascal Coppens will tackle these exciting Never Normal opportunities from two sides:

1. Understanding and leading the Never Normal World
2. Thriving in a Never Normal World

1. Understanding and leading the Never Normal World

Pascal and Peter will fully immerse you in the Never Normal: what exactly is it, what are its ingredients, are these the same in the East as in the West and what are the risks and opportunities of this brand new era?

Some of the topics that will be discussed:

- The Ingredients of the Never Normal
- China's Never Normal
- Geopolitical risks and opportunities
- Understanding and leveraging emerging technologies: AI, Big Data, Web3, AR/VR/XR, IoT, robotics, quantum computing, etc.
- Fostering a Day After Tomorrow (long term oriented) mindset
- Leadership and culture in the Never Normal

2. Thriving in a Never Normal World

Above all, the aim of the Masterclass is to help you thrive in the Never Normal and design your own opportunities. Peter and Pascal will explain how you can build a resilient strategy and an organizational set-up that are fit for our current hyperfluid business reality.

Some of the topics that will be tackled:

- Building a Never Normal-proof innovation strategy
- The best of both worlds: comparing the Silicon Valley and China approach
- Reinventing yourself like a Phoenix in the Never Normal
- How to structure and organize yourself for the Never Normal
- Methods for becoming immune to disruption
- How to design your business for both survival and success

Peter Hinssen

Peter is a top rated keynote speaker and author on innovation strategy, leadership and the impact of all things digital on society and business, who has inspired many Fortune 500 companies like Google, Roche, Microsoft, Gartner, Sanofi, etc. He lectures at various business schools, among which the London Business School (UK) and MIT (Boston). He's also a multiple board member (at Belfius, Mediahuis and Ergon Capital), a former Entrepreneur in Residence with McKinsey & Company and he founded 3 tech companies of his own which were acquired by Alcatel-Lucent, Belgacom and Descartes respectively.



Pascal Coppens

Pascal has lived and worked in China and Silicon Valley for over 20 years. He is a former tech entrepreneur as well as a top-rated international keynote speaker, thought leader, Youtuber and author about the innovation and technological power of China, and what others can learn from that. He has spoken for top companies like P&G, Mastercard, Huawei, BARCO, etc.



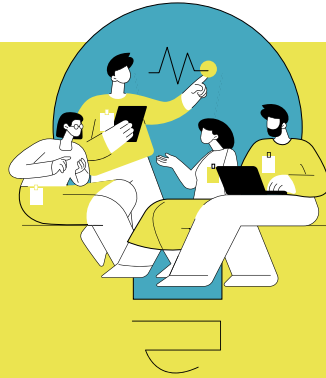
Turbo, supercharged or condensed?

The Innovation Strategy Masterclass is available in three formats:



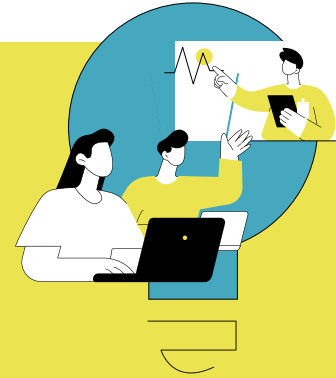
Turbo

an in-depth **one day crash course**, including all the topics described above.



Supercharged

a more collaborative **two day program**, including tailored workshops.



Condensed

a highly concentrated **half day online course**, containing all the necessary basics.



Contact Peter Hinssen's Business Manager Cathy Boesmans
at cathy@peterhinssen.com or +32 476 62 02 05
for more information.

www.peterhinssen.com

www.pascalcoppens.com